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HEWLETT-PACKARD COMPANY Intellectual Property Administration P. O. Box 272400 Fort Collins, Colorado 80527-2400

DEC n 1 2005

PATENT APPLICATION

ATTORNEY DOCKET NO. __ 10003978-1

UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s):

Donald J. Palmer et al.

Confirmation No.: 7827

Application No.: 09/817,818

Examiner: R. Alvarez

Filing Date:

Mar. 26, 2001

Group Art Unit: 3622

Title:

TARGETED ADVERTISING METHOD AND SYSTEM

Mail Stop Amendment **Commissioner For Patents** PO Box 1450 Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Tran	smitted herewith is/are the following in the	above-identified application:	
(X)	Response/Amendment	() Petition to extend time to respon	d
()	New fee as calculated below	() Supplemental Declaration	
(X)	No additional fee		
()	Other:	(fee \$	
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0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

(X) I hereby certify that this paper is being transmitted to the Patent and Trademark Office facsimile

number <u>1571) 273-8300</u> _ 00 Dec. 1.

Number of pages: 15

Typed Name:

Christie A. Doolittle

Donald J. Palmer et al.

Walter W. Karnstein

Attorney/Agent for Applicant(s)

Reg. No. 35,565

Date: Dec. 1, 2005

Rev 12/04 (TnAmdFax)

Telephone No.: (503) 224-6655 - Attach as First Page to Transmitted Pagers

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) Supplemental Declaration

(X) No additional fee

() Other:_

_ (fee \$

(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	JMBER HIGHEST NUMBER		(5) PRESENT R EXTRA		(6) RATE		(7) ADDITIONAL FEES	
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INDEP. CLAIMS	3	MINUS			=	0	0 ×	\$200	\$	0
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Christic A. Doclittle

Signerura: Christies Doctitte

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- Attach as First Page to Transmitted Papers -

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re Application of

Dated: December 1, 2005

DONALD J. PALMER and LEE G. CALDWELL

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Sir:

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AMENDMENT

Responsive to the Office action dated September 2, 2005, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the claim listing that begins on page 2 of this paper.

Remarks begin on page 8 of this paper.

Page 1 - AMENDMENT

Serial No. 09/817,818 HP Docket No. 10003978-1 KH Docket No. HPCB 310